

# Curriculum - Master of Science in Communication with a concentration in Public Relations

Semester 1								
	Code	Title	Lang	CT	L/S	IW	Cr	ECTS
1	COM 401	Advanced Research Methods I	Albanian	A	48	100	3.00	6
2	COM 421	Political Marketing - Tools, Techniques, Strategies	Albanian	B	48	102	3.00	6
3	COM 403	Identities and Mass Communication	Albanian	B	48	102	3.00	6
4	COM 411	Media and Politics	Albanian	B	48	102	3.00	6
5	COM 413	Aesthetic Thought and Relationship with Art	Albanian	C	48	94	3.00	6
<b>Total</b>					<b>240</b>	<b>500</b>	<b>15</b>	<b>30</b>

Semester 2								
	Code	Title	Lang	CT	L/S	IW	Cr	ECTS
1	COM 402	Advanced Research Methods II	Albanian	A	48	102	3.00	6
2	COM 412	Media and Ethics	Albanian	B	48	102	3.00	6
3	COM 422	Communication and Management of Institution Brand Identity	Albanian	B	48	102	3.00	6
4	COM 416	Intercultural and Inter-Religious Communication	Albanian	B	48	102	3.00	6
5	COM 414	Epoch and Intercultural Brand	Albanian	C	64	86	4.00	6
<b>Total</b>					<b>256</b>	<b>494</b>	<b>16</b>	<b>30</b>

Semester 3								
	Code	Title	Lang	CT	L/S	IW	Cr	ECTS
1	COM 501	Translation Theories	Albanian	B	48	102	3.00	6
2	COM 523	Campaign Conceptualizing and Management	Albanian	B	48	102	3.00	6
3	COM 521	Media Marketing	Albanian	B	64	86	4.00	6
4		Albanian Elective	Albanian	D	0	0	3.00	6
5		Albanian Elective	Albanian	D	0	0	3.00	6
<b>Total</b>					<b>160</b>	<b>290</b>	<b>16</b>	<b>30</b>

Semester 4								
	Code	Title	Lang	CT	L/S	IW	Cr	ECTS
1	COM 610	Thesis	Albanian	F	32	719	2.00	30
<b>Total</b>					<b>32</b>	<b>719</b>	<b>2</b>	<b>30</b>

Elective Courses								
	Code	Title	Lang	CT	L/S	IW	Cr	ECTS
	COM 511	Radio Journalism, Television and Investigation	Albanian	B	48	102	3.00	6
	COM 513	News, Power and Truth Relationship	Albanian	D	48	102	3.00	6
	COM 557	International Communication	Albanian	D	48	102	3.00	6
	COM 563	Public, Audiences and Media Consumers	Albanian	D	48	102	3.00	6
	COM 569	Advertisement and Promotion	Albanian	D	64	86	4.00	6